

Handel

#63226 ver #2

9-1
9-2
13-1
12-1
11-1
4-6

| Weekday | Date | Priority | Inv. Code (Booked) | Time Period | Length | Rate | Order# | Makegood Offer |
|-------------|----------|----------|--------------------|------------------------|--------|----------|--------|---|
| ✓ Wednesday | 10/03/12 | P-3 | Soap Rotator | 1230p-2p | :30 | \$350.00 | 63226 | 1X Sat 3:30-7P on 10/6 (SEC Football) @ \$350 ✓ |
| ✓ Thursday | 10/04/12 | P-3 | Soap Rotator | 1230p-2p | :30 | \$350.00 | 63226 | 1X Sat 3:30-7P on 10/6 (SEC Football) @ \$350 ✓ |
| ✓ Sunday | 10/07/12 | P-3 | Face the Nation | 1030a-11a | :30 | \$350.00 | 63226 | 1X Th-Fri 12-12:30P w/o 10/1 @ \$350 ✓ |
| ✓ Sunday | 10/07/12 | P-3 | CBS Sun Morning | (10:00:00 AM-10:30:00 | :30 | \$450.00 | 63226 | 2X Th-Fri 4-4:30P w/o 10/1 @ \$375 & 1X Th-Fri 9-10A w/o 10/1 @ \$150 ✓ |
| ✓ Sunday | 10/07/12 | P-3 | CBS Sun Morning | (9:30:00 AM-10:00:00 A | :30 | \$450.00 | 63226 | |
| ✓ Monday | 10/08/12 | P-3 | CBS This Morning | (7:00:00 AM-8:00:00 AM | :30 | \$190.00 | 63226 | 1X Th-Fri 8-9A w/o 10/1 @ \$190 |

Dienger, Whitney

From: Whitney Eversole [WEversole@strategicmediaplacement.com]
Sent: Wednesday, October 03, 2012 11:46 AM
To: Connell II, Jim
Cc: Dienger, Whitney; Jacobs, Sarah
Subject: RE: WKRC Josh Mandel MG Form.xls

That works, thanks

From: Connell II, Jim [mailto:jconnell@local12.com]
Sent: Wednesday, October 03, 2012 11:42 AM
To: Whitney Eversole
Cc: Dienger, Whitney; Jacobs, Sarah
Subject: WKRC Josh Mandel MG Form.xls

Whitney,

Please see the attached makegood offer form and let us know if these are OK.

Thanks!

Jim Connell
National Sales Manager
WKRC-TV

10/3/2012

ORDER



| | | |
|--------|----------------------|---------------------|
| Orders | Order / Rev: | 63226 |
| | Alt Order #: | |
| | Product Desc: | 2795 |
| | Estimate: | 2795 |
| | Flight Dates: | 10/03/12 - 10/09/12 |
| | Original Date / Rev: | 10/02/12 / 10/03/12 |
| | Order Type: | GENERAL |

| |
|------------------|
| Local 12 WKRC-TV |
| LSM LSM |
| CVG |
| Local |

Primary AE:
Sales Office:
Sales Region:

| | | |
|--------|--------------------|---------------------------|
| Agency | Name: | Strategic Media Placement |
| | Buying Contact: | |
| | Billing Contact: | |
| | | |
| | | |
| | 7669 Stagers Loop | |
| | Delaware, OH 43015 | |

| | |
|--------------------|-----------|
| Billing Type: | Cash |
| Billing Calendar: | Broadcast |
| Billing Cycle: | EOM/EOC |
| Agency Commission: | 15% |

| | | |
|------------|----------------|-------------------------------|
| Advertiser | Name: | Josh Mandel fo Ohio US Senate |
| | Demographic: | HH |
| | Product Codes: | US Senate |
| | Priority: | P-4 |
| | Revenue Codes: | AGY, POL-CAND, GEN |

| | |
|-------------------------|----------|
| New Business Thru: | |
| Order Separation: | 00:15:00 |
| Advertiser External ID: | |
| Agency External ID: | |

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/09/12 | 66 | \$47,365.00 | \$40,260.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|--------------|---------|--------------|-------------|--------|
| October 2012 | 66 | \$47,365.00 | \$40,260.25 | 0.00 |
| Totals | 66 | \$47,365.00 | \$40,260.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| LSM LSM | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|------------------|-------|--------------|
| Local 12 WKRC-TV | 41% | \$47,365.00 |
| Market | 100% | \$115,524.39 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| EKRC | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WCPO | 20% | \$23,104.88 |
| WLWT | 20% | \$23,104.88 |
| WSTR | 10% | \$11,552.44 |
| WXIX | 9% | \$10,397.20 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|-------------------|-----------------|-------------------------|-------------------|-------------------|-------------|-----|---------------|----------|-----|------|------|-------|------------|
| N 2 | WKRC | 10/03/12 | 10/09/12 | 6a Good Morn Cincinnati | CM | 6:00 AM-6:30 AM | MTWTF-- | :30 | 4 | \$325.00 | P-3 | 0.00 | NM | 6 | \$1,950.00 |
| 6a Good Morn Cincinnati (6:00 AM-6:30 AM) | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Weeks/Week</u> | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | --WTF-- | 4 | 4 | \$325.00 | | 0.00 | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | MT----- | 2 | 2 | \$325.00 | | 0.00 | | | | | | |
| N 3 | WKRC | 10/03/12 | 10/09/12 | 6a Good Morn Cincinnati | CM | 6:30 AM-7:00 AM | MTWTF-- | :30 | 4 | \$325.00 | P-3 | 0.00 | NM | 6 | \$1,950.00 |
| 6a Good Morn Cincinnati (6:30 AM-7:00 AM) | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Weeks/Week</u> | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | --WTF-- | 4 | 4 | \$325.00 | | 0.00 | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | MT----- | 2 | 2 | \$325.00 | | 0.00 | | | | | | |
| N 4 | WKRC | 10/03/12 | 10/09/12 | CBS This Morning | CM | 7:00 AM-8:00 AM | MTWTF-- | :30 | 4 | \$190.00 | P-3 | 0.00 | NM | 5 | \$950.00 |
| CBS Morning News (7:00 AM-8:00 AM) | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Weeks/Week</u> | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | | | |

Order / Rev: 63226
 Alt Order #:
 Flight Dates: 10/03/12 - 10/09/12

Advertiser: Josh Mandel fo OHio US Senate
 Product Desc: 2795
 Estimate: 2795

Local 12 WKRC-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|------|-------------------|-----------------|---|-------------------|--------------------------------------|---------------|-----|-------|------------|-----|------|--------|-------|-------------|
| N 18 | WKRC | 10/06/12 | 10/06/12 | 11p Sa-Su Local 12 Nws 11p Sa-Su Local 12 Nws 11 | CM | 11p-1135p | -----1- | :30 | 1 | \$1,100.00 | P-3 | 0.00 | NM | 1 | \$1,100.00 |
| N 19 | WKRC | 10/07/12 | 10/07/12 | 11p Sa-Su Local 12 Nws 11p Sa-Su Local 12 Nws 11 | CM | 11p-1135p | -----1 | :30 | 1 | \$1,100.00 | P-3 | 0.00 | NM | 1 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: 10/01/12 | | 10/07/12 | 10/07/12 | -----1 | 1 | \$1,100.00 | 0.00 | | | | | | | | |
| N 20 | WKRC | 10/08/12 | 10/08/12 | Mon Reg 1 Mon Reg 1 | CM | 8p-9p | 1----- | :30 | 1 | \$1,900.00 | P-4 | 0.00 | NM | 1 | \$1,900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: 10/08/12 | | 10/14/12 | 10/14/12 | 1----- | 1 | \$1,900.00 | 0.00 | | | | | | | | |
| N 21 | WKRC | 10/09/12 | 10/09/12 | Tue Reg 1 Tue Reg 1 | CM | 8p-9p | -1----- | :30 | 1 | \$1,800.00 | P-4 | 0.00 | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: 10/08/12 | | 10/14/12 | 10/14/12 | -1----- | 1 | \$1,800.00 | 0.00 | | | | | | | | |
| N 22 | WKRC | 10/04/12 | 10/04/12 | Thu Reg 1 Thu Reg 1 | CM | 8p-9p | ---1--- | :30 | 1 | \$2,000.00 | P-4 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: 10/01/12 | | 10/07/12 | 10/07/12 | ---1--- | 1 | \$2,000.00 | 0.00 | | | | | | | | |
| N 23 | WKRC | 10/07/12 | 10/07/12 | Sun Reg 1 Sun Reg 1 | CM | 7p-8p | -----1 | :30 | 1 | \$3,000.00 | P-3 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: 10/01/12 | | 10/07/12 | 10/07/12 | -----1 | 1 | \$3,000.00 | 0.00 | | | | | | | | |
| N 24 | WKRC | 10/07/12 | 10/07/12 | Bengals vs Miami Bengals vs Miami 10/7 | CM | 1:00 PM-4:00 PM (1:00 PM-4:00 PM) | -----1 | :30 | 1 | \$9,000.00 | P-3 | 0.00 | NM | 1 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: 10/01/12 | | 10/07/12 | 10/07/12 | -----1 | 1 | \$9,000.00 | 0.00 | | | | | | | | |
| N 25 | WKRC | 10/03/12 | 10/05/12 | 5a Good Morn Cincinnati 5a Good Morn Cincinnati | CM | 5:00 AM-5:30 AM (5:00 AM-5:30 AM) | --WTF-- | :30 | 2 | \$250.00 | P-3 | 0.00 | NM | 2 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: 10/01/12 | | 10/07/12 | 10/07/12 | --WTF-- | 2 | \$250.00 | 0.00 | | | | | | | | |
| | | | | | | | | | | | | | Totals | 66 | \$47,365.00 |